

Foodie's fills a void

Grocery store opens for business

By Andria Farrell
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Last Thursday afternoon, as grocery items flew off the shelves like hotcakes, Foodie's Duxbury Market was officially welcomed to town.

The below freezing temperatures didn't stop the many residents who gathered outside Foodie's anxiously awaiting the ribbon cutting ceremony to officially open the doors to a market in Hall's Corner, something that has been missing in the area for three-plus years.

Town Manager Richard MacDonald, selectmen chairman Andre Martecchini, and selectman Betsy Sullivan welcomed Victor J. Leon and his son Victor G. Leon, owners of Foodie's to town. The elder Leon thanked the town for its support, dedication and hard work in helping him bring the store to the community.

"My wife reminded me last night that it takes a town to build a grocery store," he said.

Although people waited anxiously to get into the new store, and out of the cold, Leon took the time to let them know how important the store was to him and how proud he was to be offering a grocery for Duxbury.

As the anxiety built, he handed the scissors to Sullivan, who vigorously cut the ribbon and opened the floodgates to the new market. She said she was absolutely giddy about the store opening, "I have never been so happy to go food shopping in my life."

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STAFF PHOTO/ANDRIA FARRELL

Foodie's produce manager Bobby McPhail puts some last minute prices on the fresh produce at the grand opening, Thursday Dec. 6.

New grocery opens its doors

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MacDonald commented on the excitement about finally giving the town what it had been missing. As the many residents perused the store and sampled the wonderful deli meats, cheeses, freshly baked breads, fish and fruits, the excitement in their voices was heard throughout the store. One woman said the store was the best combination of conventional, gourmet,

and healthy food she has seen in one small space.

Even the store's beer selection was a notch above the rest, offering the American standards as well as some foreign flavors for the beer connoisseur. Foodie's Belgium beer selection is exquisite, offering Abbey and Trappist Ale's like Orval, Grimbergen to Chimay, Leffe brown ale, and the more common pilsner Stella Artois.

When town officials first learned Foodie's Urban Market would be coming to Duxbury to fill the three-year grocery void that started when A&P moved out, people were ecstatic. That sentiment was tempered for some when they learned that Foodie's was also applying for a wine and malt liquor license. With two liquor stores just a stones throw away from Foodie's, many were concerned Foodie's sales would take away from the other businesses, as well as creating a larger sale of alcohol in the community then was needed.

Selectmen, business owners and residents debated the issue for nearly four months before the wine and malt license was finally granted. The license was originally turned down because of a split vote between Martecchini and selectman Jon Witten. Witten voted against the license defaulting a vote of no. Sullivan recused herself from the vote due to business obligations. Weeks later, after voting to waive the one-year waiting period required by the law to resubmit a liquor license request, Witten voted in favor of the license due to a contingency stated in the lease agreement for the grocery store.

The smaller scale grocery is a cross between Whole Foods and

Trader Joe's, offering a gourmet and natural selection, gourmet deli meats, a butcher meat section, imported cheese, and baked goods, along with the conventional items.

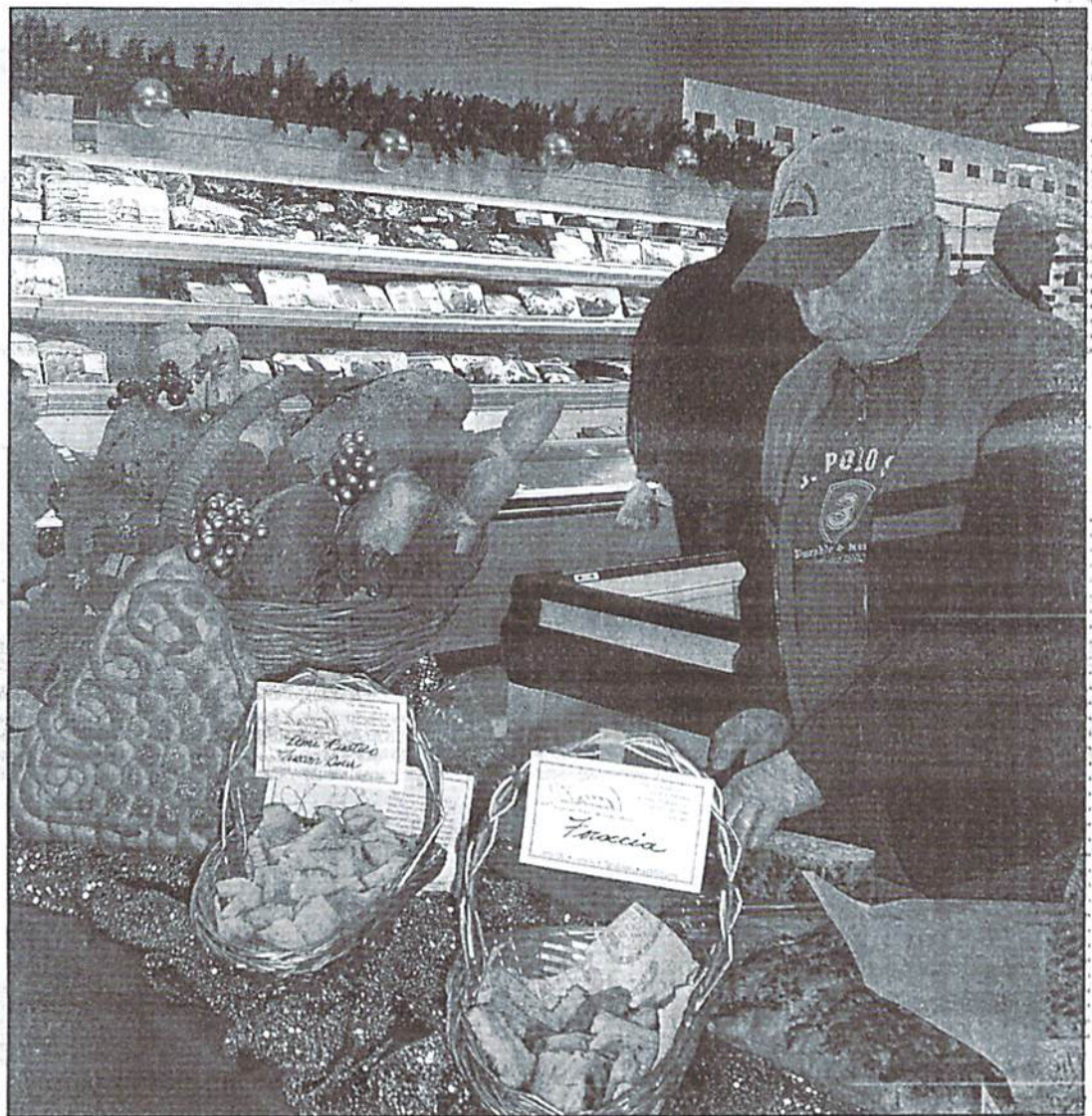
After a series of six meetings at different places with different groups of people from the community, Leon said he listened to what people had to say and he hopes to give the community what it wants. He said they will do their best to offer a combination of conventional products, natural products, and complement the store with very high quality prepared food and produce, to deliver the ultimate experience with a fair and reasonable price.

As with any opening, there were a few bumps with long checkout lines and glitches with the new computer system, but the overall sentiment was that it was worth it for the residents to have a place in town to shop for groceries. With three registers designated for alcohol sale only, a secure system was in place for license check and adult supervision.

Foodie's Duxbury Market is open Monday through Saturday from 8 a.m. to 8 p.m., and Sunday's 9 a.m. to 8 p.m. For more information call Foodie's at 781-934-5544.



Friendly Foodie's vendors show off their fruit!

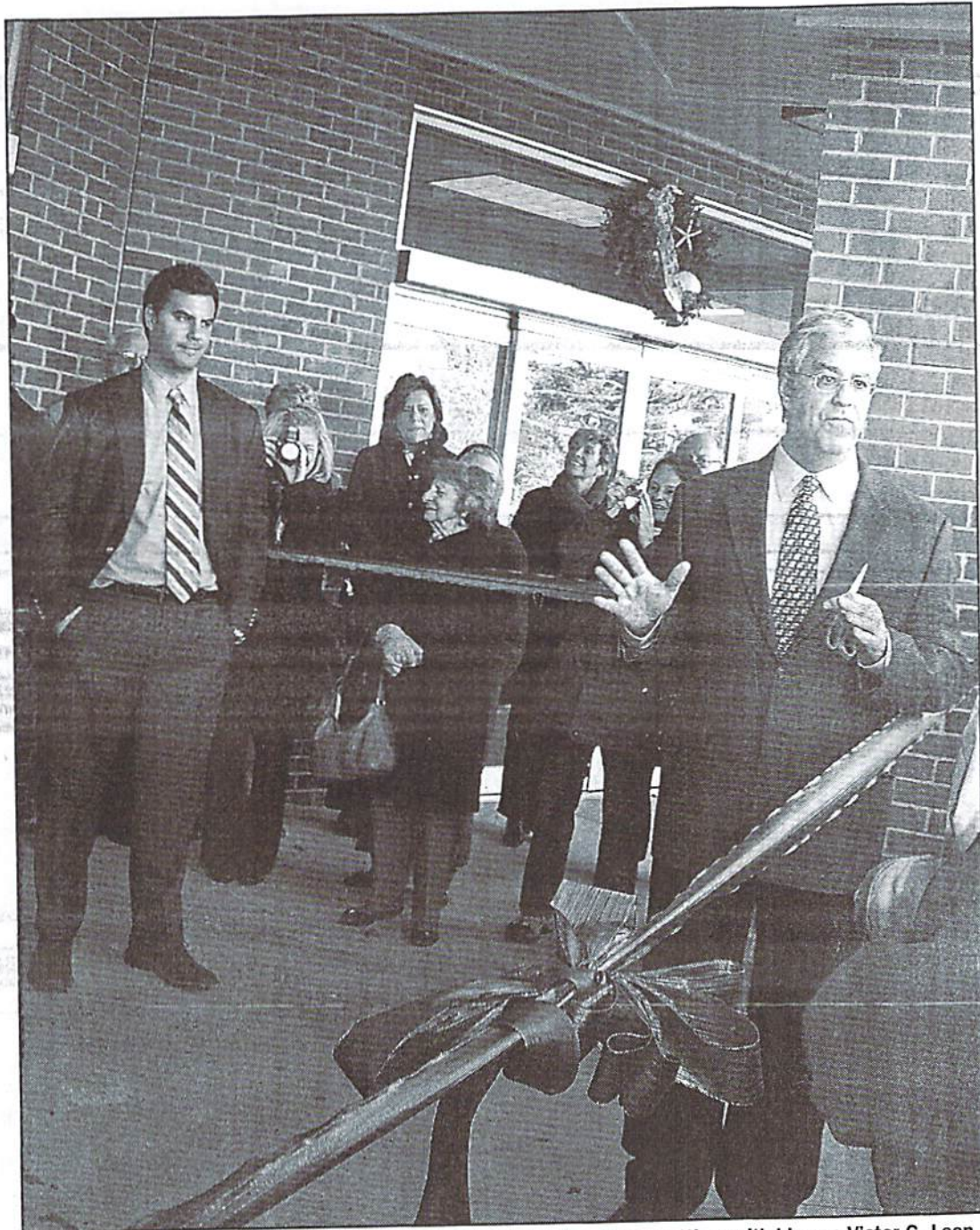


(Above) Charles from Jessica's Bread slices up some samples of delicious onion bread.



(Left) Selectmen Chairman Andre Martecchini, selectman Betsy Sullivan and Town Manager Richard MacDonald guard the doors before the ribbon is cut and the doors open to Foodie's.

Staff Photos by
Andria Farrell



Foodle's owner Victor J. Leon thanks the community before the ribbon cutting, with his son Victor G. Leon.



Beer lovers rejoice, Foodie's has a great selection.